

**AMENDMENTS TO THE CLAIMS**

Claims 1-27 are pending in the application, all of which were rejected in the Office action of January 26, 2006. Claims 1 and 15 are amended, and new claims 28 and 29 are added in this response. Claims 1 and 15 are independent claims, while claims 2-14 and 28, and claims 16-27 and 29 depend either directly or indirectly from independent claims 1 and 15, respectively.

The following listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

Claim 1. (Currently amended) A system providing support for user transactions on a media exchange network, the system comprising:

a television display for consumption of media;

a storage for storing media, and having an associated network address;

set top box circuitry communicatively coupled to deliver media from the storage to the television display;

an interface device for receiving from an authorization device associated with a user, information for authorizing a user transaction, the interface device communicatively coupled to the set top box circuitry; and

server software that receives, ~~via a communication network,~~ a request from a first user of the media exchange network, the request comprising at least one of the associated network address, information identifying the user transaction, and at least a portion of the information for authorizing a user transaction, and that responds by employing a user predefined association of the first user to a second user of the media exchange network to enabling enable the completion of the identified user transaction with the second user, via a communication network, without divulging the identity of the first user to a vendor.